



Newspapers are Most Effective in Reaching a Large, Upscale Audience

“ The constant negative news feed on the industry is unwarranted when newspapers and their web sites are reaching the majority of the adult population. When you look at the audience data, it seems irrational that advertisers are leaving newspapers because the numbers speak for themselves. **If you are an advertiser seeking to reach a large, upscale audience, newspapers and their web sites are among the most effective media for doing so.** ”

Gary Meo, SVP, Print and Digital Media Services, Scarborough Research

St. Louis Post-Dispatch/STLtoday.com One of the Best

2009 average week audience ranking among newspaper/web sites in the 25 most populated DMA's

% Reach Rank	Market Rank	DMA Market	Newspaper / Website	DMA Adults	Print / Web % Reach
1	9	Washington D.C.	Washington Post / Washingtonpost.com	4,645,674	62.6%
2	21	St. Louis	St. Louis Post-Dispatch / STLtoday.com	2,441,078	57.8%
3	23	San Diego	San Diego Union-Tribune / SignOnSanDiego.com	2,264,986	57.1%
4	22	Portland	Portland Oregonian / OregonLive.com	2,349,174	56.9%
5	10	Houston	Houston Chronicle / Chron.com	4,333,492	55.3%
6	11	Detroit	Detroit Free Press / Detroit News / Freep.com / DETNews.com	3,768,581	54.3%
7	19	Denver	Denver Post / Rocky Mountain News / DenverPost.com / RockyMountainNews.com	2,935,090	54.1%
8	12	Phoenix	Arizona Republic / azcentral.com	3,671,202	54.0%
9	25	Baltimore	Baltimore Sun / BaltimoreSun.com	2,176,623	53.4%
10	8	Atlanta	Atlanta Journal-Constitution / AJC.com / AccessAtlanta.com	4,763,638	52.1%

Source: 2008 R2 St. Louis Scarborough Report (MSA), 2008 R2 Multi-Market Scarborough Report (DMA)

1.3 million adults read us in print and online each week. For more information contact your Media Specialist or call 314.340.8909

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